



**2004 AgriMissouri™ Retail Excellence Award**  
(For period October 15<sup>th</sup>, 2003 - October 15<sup>th</sup>, 2004)

Retailer Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Telephone \_\_\_\_\_

Corporate Address of Retailer \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

\_\_\_\_\_ independent retailer (one store)      \_\_\_\_\_ retail chain (two stores or more)

\_\_\_\_\_ grocery retail wholesaler      \_\_\_\_\_ retail chain, yet operates independently

*Check those that apply:*

\_\_\_\_\_ In-Store Promotion(s)

\_\_\_\_\_ Display(s)

\_\_\_\_\_ Themed Promotion(s)

\_\_\_\_\_ Community Tie-In(s)

\_\_\_\_\_ Newspaper Advertisement(s)

\_\_\_\_\_ Farmer Involvement(s)

\_\_\_\_\_ Demonstration(s)

\_\_\_\_\_ Radio Commercial(s)

\_\_\_\_\_ In-store sampling(s)

\_\_\_\_\_ Television Commercial(s)

\_\_\_\_\_ Cooking show(s)

\_\_\_\_\_ Other (please explain)

\_\_\_\_\_ Special event(s)

\_\_\_\_\_ List of newly introduced and pre-existing Missouri products

**Support Documentation:** Please submit a narrative describing the promotional activities your retail store or chain performed during the time period October 15<sup>th</sup>, 2003 and October 15<sup>th</sup>, 2004 that shows outstanding promotion of products grown, raised, or processed in Missouri. Include lists, photos, signage, and copies of ads, cassettes or video tapes of broadcast, sampling invoices or pictures, announcements of special events, cooking shows, and pictures of in-store displays. The creative possibilities are endless! There is no limit to how or what you submit, however, a narrative of your promotions is required.

**Nominations must be postmarked no later than October 15<sup>th</sup>, 2004.**

1616 MISSOURI BLVD

PO BOX 630

JEFFERSON CITY, MO 65102

[P] 573-751-4339 [F] 573-751-2868



## **AgriMissouri™ Retail Excellence Award Rules and Procedures:**

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- **The AgriMissouri™ Retail Excellence Award** honors independent retailers, wholesalers, and retail chains statewide that go beyond the call of duty in supplying and promoting products grown, raised and processed in Missouri.
- Nominations can be based on promotions and activities between October 15<sup>th</sup>, 2003 – October 15<sup>th</sup>, 2004.
- The award program is open to all retailers and wholesalers with a presence in Missouri.
- Evaluations of the entries are based on store promotions, advertising, displays, and other strategies you have used to increase consumer awareness about the availability of Missouri products. Additional criteria include your promotion of Missouri products already on your store shelves and new products introduced onto your stores shelves.
- The selection committee will be comprised of members of the Advisory Commission on the Marketing of Missouri Agricultural Products.
- Applicant must submit nomination form along with narrative describing the promotional activities your retail store or chain performed during the time period October 15<sup>th</sup>, 2003– October 15<sup>th</sup>, 2004 that show outstanding promotion of products grown, raised, or processed in Missouri. Include lists, photos, signage, and copies of ads, cassettes or video tapes of broadcast, sampling invoices or pictures, announcements of special events, cooking shows, and pictures of in-store displays.
- Applications must be postmarked no later than **October 15<sup>th</sup>, 2004** to:

Missouri Department of Agriculture  
Agriculture Business Development Division  
Attn: AgriMissouri™ Retail Excellence Award  
P.O. Box 630  
Jefferson City, MO 65102  
FAX (573) 522-2416

- Award recipients will be notified in early November. Awards will be presented during the opening reception of the Governor's Conference on Agriculture at Tan-Tar-A on December 12th, 2004.